

Home Furnishings Calendar 1950

WEEK OF

JANUARY

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HOME FURNISHINGS CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. HOME FURNISHINGS CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Feb. 2- Feb. 18	GOOD AMERICAN HOME PROGRAM Eight demonstration houses in the \$3000 to \$5300 range have just been opened to the public. Many more such houses will open in other cities throughout the country in the near future. Products featured in these first eight houses are: draperies by Cyrus Clark; hampers by Pearlwick; food products by Best Foods; refrigerators by Kelvinator; Morton kitchens; Yale & Towne hardware; American Radiator and Standard Sanitary plumbing and heating; Murphy paints; N.Y. Wire Cloth Durall screens, Lo-K by Lockport Cotton Batting, roofing by Ruberoid Corp. Contact and Publicity: Ted Baldwin, MU. 8-2888.	NATL. RET. LUMBER DLRS. U.S. SAVINGS & LOAN	DETROIT MICHIGAN
Thursday Feb. 2 Going on	NEW MARCH PROMOTION The Spotlight of the Month for March, a merchandising plan for department stores developed by The American Home, is called "Decorating is Easy as Pie." A complete promotional kit is available to one store in each city. Contact: Mina Fox, Mdse. Mgr., American Home, EL. 5-1300.	THE AMERICAN HOME	444 MADISON AVENUE
Thursday Feb. 2 Just out	PRINTED NYLON PRESS CLOTH Nylon press cloth, one of the most durable fabrics on the market, is now available in printed form in any length required. Publicity: Philip Schuyler, Baldwin & Mermey, MU. 4-4540.	F. SCHMACHER & COMPANY	60 WEST 40TH STREET NEW YORK, N. Y.
Thursday Feb. 2- Feb. 23	CRAFTSMEN'S CONTRIBUTION TO FLOWER ARRANGING This exhibit will stress the advantages of the handmade container in flower arrangements. Lectures will be given on Thurs. Feb. 9 and Feb. 16 at 3 P.M. by Pierre Clavel on French flower arrangements. Tickets are \$1.00 and include tea. Hours, 10 A.M. to 5:30 P.M. Mondays through Saturday. Contact: Mrs. Vanderbilt Webb or Frances Wright, PL. 3-9094.	AM. CRAFTSMEN'S EDUCATIONAL COUNCIL	AMERICA HOUSE 32 EAST 52ND ST.
Feb. 2-28	LINEN MONTH. SPONSOR: LINEN TRADE ASSN., 45 E. 17TH ST., NEW YORK 3, N.Y.		
Thursday Feb. 2 12:00 M. Luncheon	LUNCHEON The press, by invitation only, is invited to meet Mr. George Barnes, president of the O'Cedar Corporation at the Ambassador's Garden Room and to witness his demonstration of the new O'Cedar mop. Contact: Mary Elizabeth Talmadge, Young and Rubicam, MU. 9-5000.	O'CEDAR CORPORATION	AMBASSADOR HOTEL
Friday Feb. 3 10:00 A.M.	PRESS BREAKFAST A press party will be held to display table settings by Frank & Sadev and Patchogue Plymouth Mills, in private dining rooms B. and C. on the mezzanine. New table cloths and place mats sets of "Town and Country" lace will be featured. Contact: Harold Sadev, Frank & Sadev, PE. 6-9451.	FRANK & SADEV	HOTEL COMMODORE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 3- 1:00 P.M.- 5:00 P.M.	NEW CLOSET ACCESSORIES A preview showing of a new line of closet accessories for 1950 will be held for the press on this date, by invitation only. This line is something radically new and different. Contact: I. Blechman, President, Stor-Aid of Ohio, Inc., MU. 3-6734.	STOR-AID OF OHIO, INC. 347 FIFTH AVENUE	NEW YORKER PARLOR A
Friday Feb. 3 4:00 P.M. Cocktails	PRESS SHOWING OF MOTH PROTECTION A new vinyl plastic film called "Moth-Tol" is incorporated into garment bags so that no sprays or other preventives against moths are necessary. Leaves no odor. Tested by U.S. Testing Bureau. By invitation only. Publicity: Evelyn Wade, George N. Kahn Co., BR. 9-6950.	PROTEX MFG. CO. 347 FIFTH AVENUE	HOTEL NEW YORKER
Sunday Feb. 5- Feb. 8	SPRING GIFT AND HOUSEWARES SHOW Over 1500 nationally known domestic and imported lines will be shown at the spring gifts, stationery, toys and housewares show this year. On Tuesday morning, Feb. 7th, at 8:30 A.M., there will be a breakfast forum in the Mart Club on the 9th floor which will be presided over by Richard Gump, president of Gump's, Inc. On Tuesday evening, Feb. 7, there will be a seminar on "A Third Semester of the Post Graduate Course in Retailing" preceded by dinner. On Wednesday evening, Feb. 8, the Western Radio-Television and Appliance Trade Dinner will be held in the Mart Auditorium. Publicity: Kay Leber, Director, KL. 2-2311, Ext. 687.	WESTERN MDSE. EXHIBITORS 1355 MARKET STREET	SAN FRANCISCO CIVIC AUDITORIUM
Feb. 5-8	GIFT SHOW, HOTEL STATLER, BUFFALO, N.Y. CONTACT: J.M. HAMMER, KNOX, PA.		
Feb. 5- Feb. 11	NATIONAL PEANUT WEEK SPONSOR: NATIONAL PEANUT COUNCIL, 1111 DUPONT CIRCLE BLDG., WN. 6, D.C.		

WEEK BEGINNING MONDAY, FEBRUARY 6, 1950

Monday Feb. 6 7:00 P.M.	SIXTEENTH LECTURE The sixteenth lecture in the Survey of Advertising Course will be given by Catherine Owens, of Hearst Adv. Service, aided by Barbara Bender of Wm. Esty & Co., Agnes Nablo of Young & Rubicam and Nancy Wheeler of O'Mara & Ormsbee. It will deal with Coordinating All Factors in an Advertisement. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Monday Feb. 6 Just out	GARDEN BOOK "The Complete Book of Garden Magic", a book for garden amateurs by a garden amateur, contains over 125 large line drawings and 8 full-color photographs and is written by Roy E. Biles in simple, non-technical language. Publicity: Janet Glennon, CI. 6-1700.	GARDEN CITY PUB. CO.	14 W. 49TH ST.
Monday Feb. 6	PUBLIC RELATIONS COURSES Fourteen courses in Public Relations and Communication are offered this spring by the New School for Social Research, beginning on Feb. 6. For further information contact: Hans Simons, Dean, OR. 5-2700.	THE NEW SCHOOL	66 WEST 12TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 6- Feb. 8	TELEVISION TRADE SHOW The Fifth annual "Television Institute" and Industry Trade Show will feature panel discussions conducted by leaders in the industry and a Film Conference on February 8th. Open to dealers and public. Contact: Irwin A. Shane, Television Institute & Industry Trade Show, PL. 7-3721.	TELEVISER MONTHLY	HOTEL NEW YORKER
Monday Feb. 6- Feb. 10	TRADE SHOW; LINENS AND DOMESTICS This trade show will be attended by buyers from all over the country. The press is invited. Contact: Mr. Harold Sadev, PE. 6-9451.	ALLIED LINENS & DOMESTICS ASSN.	HOTEL COMMODORE NEW YORK, N. Y.
Monday Feb. 6- Feb. 10	WESTERN WINTER MARKET Furniture, fabrics, floor covering, linens and domestics, radio-television appliances, gifts, lamps and housewares will be shown. The theme this year is "Buy-ways to Success". On Monday evening, Feb. 6, the Western Floor Covering Industry Dinner will be held in the Auditorium. Contact: A. Cameron Ball, Western Mdse. Mart, 1355 Market St., San Francisco, Cal.	INDIVIDUAL MANUFACTURERS	WESTERN MDSE. MART
Monday Feb. 6- Feb. 24	GOLD MEDAL EXHIBITION MAJOR ARCHITECTURAL WORKS The fourth of six monthly gold medal exhibitions will open on this date and will deal with major architectural works. Open to the public. Contact: Architectural League, MU. 5-8400.	THE ARCHITECTURAL LEAGUE OF NEW YORK	155 EAST 40TH ST. NEW YORK 16, N.Y.
Monday Feb. 6- May 17	EVENING EXTENSION COURSES TO START Two courses of fifteen weekly sessions will be given. The one on Home Furnishings starts Feb. 6, 8 to 10 P.M. and will be given by Mr. Wallis; the second on Interior Decoration starts Feb. 8, 6 to 8 P.M. and will be given by Mr. Sokol. There are no specific prerequisites for attendance. Tuition: \$14 for each course plus \$2.50 registration fee. Contact: Registrar, N.Y. State Institute of Applied Arts and Sciences, TR. 5-1529.	NEW YORK STATE INSTITUTE OF APPLIED ART & SCIENCE	300 PEARL STREET BROOKLYN, N. Y.
Feb. 7 8:00 P.M.	UPHOLSTERED FURNITURE MFRS. ASSN. OPEN MEETING FOR ENTIRE TRADE, HOTEL McALPIN. CONTACT: IRVING R. KASS, TOLLERIS, KASS & TOLLERIS, MY. 3-4247.		
Wednesday Feb. 8	PRESS PREVIEW A new group of fabric and wallpaper designs are being added to the "Contemporaria" series. They include fabric and wallpaper designs by Juliet and Gyorgy Kepes and Zahara Schatz. Contact: Erwine Laverne, MU. 3-7356.	LAVERNE ORIGINALS	225 FIFTH AVENUE
Thursday Feb. 9 10:00 A.M.	PRESS CONFERENCE A press conference to announce the winners of the A. I. D. 1949 Design Competitions will be held on this date and coffee will be served. Publicity: Louise Sloane, TR. 4-6182.	AM. INST. OF DECORATORS	41 EAST 57TH ST.
Friday Feb. 10 12:15 P.M. Luncheon	FEBRUARY LUNCHEON The First Home Fashions League luncheon of the 1950 season will be held in the Hendrick Hudson Room of the Roosevelt. Judge Anna M. Kross, Presiding Judge of the Home Term Court and Mrs. Sidonie Matsner Gruenberg, formerly Director of the Child's Study Association of America will speak on "Good Homes Make Good Citizens." Publicity: Ramona Vincent, Katzenbach and Warren, Inc., PL. 9-5410.	HOME FASHIONS LEAGUE	HOTEL ROOSEVELT

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday Feb. 10 Just out	NEW BOOK ON DECORATING Katherine McClinton has written "A Handbook of Popular Antiques" in 27 sections covering popular antiques, china parian ware, buttons, papier-mache, flower lithographs and so on. Publicity: Ted Anderson, CH.2-1600.	GROSSET AND DUNLAP	1107 BROADWAY
Feb. 12	LINCOLN'S BIRTHDAY (LEGAL HOLIDAY ON MONDAY, FEB. 13TH.)		
Feb. 12- Feb. 15	PORTLAND GIFT SHOW, PORTLAND HOTEL, PORTLAND, OREGON. CONTACT: KAY LEBER, SHOW MANAGER, 1355 MARKET ST., SAN FRANCISCO, CAL.		
Feb. 12- Feb. 15	CLEVELAND GIFT AND ART SHOW, HOTEL STATLER, CLEVELAND, OHIO. CONTACT: J. M. HAMMER, KNOX, PENNSYLVANIA.		
Feb. 12- Feb. 18	HOUSEWARES WEEK IN NEW ENGLAND, HOUSEWARES CLUB OF NEW ENGLAND. CONTACT: CARL MASSON, HOUSEWARES SHOW HEADQUARTERS, MECHANICS BLDG., BOSTON, MASS.		

WEEK BEGINNING MONDAY, FEBRUARY 13, 1950

Monday Feb. 13 7:00 P.M.	SEVENTEENTH LECTURE The seventeenth lecture of the Survey of Advertising Course will be given by Helen Berg, Merchandise Manager of Textron, Inc., assisted by Anne Allbee, owner of the Lindsay Advertising Agency, Nancy Craig, American Broadcasting Company radio commentator and Mrs. Virginia McCone of the Ladies' Home Journal. The panel will cover the steps between the printed advertisement and the ultimate sale. Contact: Hulda Kloenne, CI. 5-4149.	ADV. WOMEN OF N.Y.	HOTEL ASTOR
Monday Feb. 13 8:00 P.M.- 9:45 P.M.	HOMEFURNISHINGS COURSE Mr. Harold V. Ritter, buyer of Furniture and Bedding at L. Bamberger is going to teach a homefurnishings course to be given on Monday nights for fifteen weeks. Information on furniture, china, glass, silverware, household furnishings, major appliances, plastics and construction and decoration for those who buy, sell and train others will be included in the lectures. The fee will be \$34. Contact: Karen R. Gillespie, N.Y.U., SP.7-2000.	SCHOOL OF RETAILING	NEW YORK UNIVERSITY
Monday Feb. 13 Going on	NEW SPRING LINE The press, buyers, and decorators are invited to view the new Greeff spring line which features casements, two and three tone upholstery fabrics as well as the popular tone on tone and also documentary prints and other designs. Publicity: Hilda Kassell, PL. 9-2917.	GREEFF FABRICS, INC.	4 EAST 53RD STREET
Monday Feb. 13 Going on	WEAVING WORKSHOP The spring term of Lili Blumenau's Weaving Workshop starts on this date. Classes are held Monday through Friday from 7 to 9 P.M. Beginners learn fundamentals; advanced students select their own problems. For registration and further information contact, during class hours or by appointment, Lili Blumenau, AL. 4-7363.	LILI BLUMENAU	53 EAST 9TH STREET
Monday Feb. 13 Going on	NEW LAMP LINE The press, buyers, and decorators are invited to view the new line of copper and brass, ceramic and fine-grained wood lamps and decorative accessories at the enlarged and redecorated studio showroom of the Heifetz Company. Thirty-two lamps and twenty decorative accessories have been added to the line. Publicity: Hilda Kassell, PL. 9-2917.	THE HEIFETZ COMPANY	40 WEST 25TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Feb. 14	ST. VALENTINE'S DAY (Tuesday).		
Wednesday Feb. 15 10:00 A.M.	PRESS BREAKFAST A Puerto Rican breakfast for the press will be held to introduce the new Puerto Rican, hand-loomed, fiber rugs designed by Geraldine Funk, director of weaving and fiber textiles for the Puerto Rico Industrial Development Company, which has just named the Edward Fields Company exclusive distributor for the line. Publicity: Mr. Carl Ruff, Carson-Ruff Associates, MU. 2-2055.	EDWARD FIELDS COMPANY	509 MADISON AVE.
Feb. 15- Feb. 22	NATIONAL CHERRY WEEK. SPONSOR: NATIONAL RED CHERRY INSTITUTE, 322 S. MICHIGAN AVE., CHICAGO 4, ILL.		
Wednesday Feb. 15- Feb. 18	17TH ANNUAL NEW ENGLAND HOUSEWARES SHOW Many new exhibitors plan to show at this annual event which has one-third more show space this year. Open to trade only. Publicity: Carl Masson, Housewares Show Headquarters, Mechanic's Bldg., Boston, Mass.	HOUSEWARES CLUB OF NEW ENGLAND	MECHANIC'S BLDG. BOSTON, MASS.
Thursday Feb. 16- Feb. 17	1950 WIRING CONFERENCE A workshop study of the St. Louis Adequate Wiring program will be a feature of the conference this year. The first day will be devoted to a Workshop on this subject with field trips to two residential developments. The second day will be devoted to talks by experts and an Open Forum on industry problems. Make hotel reservations with Mr. M.S. Fishburn, Front Office Mgr., Hotel Statler. Contact: Norman Wicks, Natl. Adequate Wiring Bureau Headquarters, 155 East 44th St., New York 17, N.Y., MU. 2-1500.	NATL. ADEQUATE WIRING BUREAU	HOTEL STATLER ST. LOUIS, MO.
Feb. 18- Feb. 24	ALLIED GIFT & JEWELRY SHOW, ADOLPHUS HOTEL, DALLAS, TEXAS. CONTACT: ALLIED EXHIBITORS, INC., 712 SOUTH OLIVE ST., LOS ANGELES, CAL.		
Sunday Feb. 19- Feb. 23	SIXTH ANNUAL CONVENTION AND EXPOSITION The practical problems of home builders will be the major subject of this convention and exposition. The entire program is planned to acquaint builders with new products, new building techniques, new equipment applications and progressive business methods. About 160 leading manufacturers and other firms will participate. Contact: Paul S. Van Auken, Director, 111 West Jackson Blvd., Chicago. Publicity: Kenneth E. Shepard, 75 East Wacker Drive, Chicago 1, Illinois.	NATIONAL ASSOCIATION OF HOME BUILDERS OF U. S.	111 WEST JACKSON CHICAGO, ILLINOIS
Feb. 19- Feb. 23	SEATTLE GIFT SHOW, OLYMPIC HOTEL, SEATTLE, WASHINGTON CONTACT: KAY LEBER, SHOW MANAGER, 1355 MARKET ST., SAN FRANCISCO, CAL.		

ADVANCE DATES AND NOTICES

Feb. 20- Feb. 24	NEW YORK GIFT SHOW, HOTELS STATLER AND NEW YORKER, NEW YORK, N. Y. PUBLICITY: GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, NEW YORK 1, N. Y.		
Feb. 20- Feb. 24	NEW YORK GIFT SHOW, 225 FIFTH AVENUE, NEW YORK, N. Y. CONTACT: ETHEL MACDONALD, MU. 5-6377.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Feb. 20 Just out	PUBLICATION POSTPONED The publication of the new merchandising magazine, "Modern Lamps", has been postponed until this date.	KREIGER PUBLICATIONS Contact: Barbara Baer, Editor, MU. 5-3744.	114 EAST 32ND STREET
Monday Feb. 20 Just out	NEW BOOK ON DECORATING A new book by Mary L. Brandt, noted interior decorating authority, "Decorate Your Home for Better Living", will appear on this date. Illustrated with amusing line drawings, room sketches and photographs in color and black and white, this book is designed for the person who wants to decorate smartly and economically.	CHARLES SCRIBNER'S SONS Publicity: Julian Dedman, VO. 5-0650.	597 FIFTH AVENUE
Tuesday Feb. 21 12:30 P.M.- 3:00 P.M.	PRESS HOUSEWARMING Helen Sprackling will give a dessert-and-coffee housewarming for the press, by invitation only, on this date to mark the opening of the Franciscan Gallery of Ceramics and the Franciscan Library of Ceramics. The new Gallery has been designed by Miss Harriet Harding to display Franciscan Fine China and Earthenware. Table settings and new pattern of china will be on display. Contact: Helen Sprackling, PL. 9-1460.	HELEN SPRACKLING	45 EAST 51ST STREET
Feb. 26- Mar. 2	DETROIT GIFT SHOW, HOTELS STATLER AND BOOK CADILLAC, DETROIT, MICHIGAN CONTACT: WALTER E. OFFINGER, MERCHANDISE MART, CHICAGO, ILLINOIS.		
Monday Feb. 27- Mar. 3	HOUSE & GARDEN SYMPOSIUM A symposium on "Small Houses and Gardens" will be held on these dates and from March 6 - 10. Speaker, Feb. 27, Miss Nancy V. McClelland, F.A.I.D., and on March 6, James L. Cogar, Consultant to Colonial Williamsburg. Albert Kornfeld, LE. 2-7500.	COLONIAL WILLIAMS- BURG, INC.	WILLIAMSBURG, VIRGINIA
Monday Feb. 27- Mar. 5	NEW ENGLAND HOME EXPOSITION Building materials, furniture and furnishings, landscaping materials, electrical and musical merchandise will all be exhibited at this exposition. Contact: A. D. Cole, Home Builders Assn. of Greater Boston, Mechanics Bldg., Boston. Publicity: Campbell-Fairbanks Expositions, Inc., 929 Park Square Bldg., Boston, Mass.	HOME BLDRS. ASSN. OF GREATER BOSTON	MECHANICS BLDG. BOSTON, MASS.
Monday Feb. 27- Mar. 24	GOLD MEDAL EXHIBITION NATIVE INDUSTRIAL ARTS The fifth of six monthly gold medal exhibitions will open on this date and will present design and craftsmanship in native industrial arts. Open to the public. Contact: Architectural League, MU. 5-8400.	THE ARCHITECTURAL LEAGUE OF NEW YORK	155 EAST 40TH STREET NEW YORK 16, N. Y.
Wednesday Mar. 1	A.I.D. STUDENT COMPETITION Awards of cash and medals will be made to the winners in this annual competition which is open to students in schools and colleges throughout the United States in which courses in interior design and decoration are offered. All entries must be in by March 1. Full information may be secured from the A.I.D. Contact: Mrs. M. M. Girard, MU. 8-0238.	AM. INST. OF DECORATORS	41 EAST 57TH STREET
Friday Mar. 3 Dinner	"POSTILLION BALL" Dinner, dancing until 2:00 A.M. to Jeno Bartel's orchestra, prizes, surprises and a mystery box of souvenirs will be on the program. Program data deadline is Feb. 3rd and souvenir packages must reach the hotel by Feb. 15th. Contact: Mae Wagner Carlisle, CI. 5-4149.	ADV. WOMEN OF NEW YORK	HOTEL ASTOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Mar. 5- Mar. 8	DENVER GIFT & JEWELRY SHOW, HOTEL ALBANY, DENVER, COLORADO CONTACT: MRS. MILDRED DALTON, 712 W. OLIVE STREET, LOS ANGELES, CALIF.		
Mar. 5- Mar. 8	ST. LOUIS SPRING SHOW, STATLER HOTEL, ST. LOUIS, MISSOURI CONTACT: G. L. WENNERSTROM & ASSOC., 2205 GRAND AVE., KANSAS CITY, MO.		
Mar. 6- Mar. 9	YORK ANTIQUES SHOW, YORK, PENNSYLVANIA CONTACT: MRS. M. I. RENNER, 483 MARKET STREET, YORK, PENNSYLVANIA.		
Mar. 6- Mar. 10	BOSTON GIFT SHOW, HOTEL STATLER, BOSTON, MASS. CONTACT: DOROTHY MEEHAN, GEORGE F. LITTLE MANAGEMENT, 220 FIFTH AVENUE, N.Y.C., MU. 9-7147.		
Mar. 6- Mar. 10	MERCHANDISE FAIR: 5¢ to \$10, 71ST REGIMENT ARMORY, 34TH ST. & PARK AVE. CONTACT: ARTHUR TARSHIS, 36 WEST 47TH STREET, LU. 2-4627-8-9.		
Monday Mar. 6- Mar. 12	NATL. ANTIQUES SHOW The National Antiques Show will be held on these dates this year. Admission is \$1.25 plus tax. Hours: 1 to 11 P.M. daily; 1 to 7 P.M. Sunday. Contact: Morton Yarmon, 97 Duane St., New York, N.Y., BE. 3-6010.	ANTIQUE DEALERS	MADISON SQ. GARDEN
Wednesday Mar. 8 Luncheon	LUNCHEON FOR BEDDING RETAILERS A "kickoff" luncheon to plan for National Sleep Show participation in the New York area will be held on this date by invitation only. Contact: Sims Reed, Charles P. Rogers Co., TR. 6-3700.	NATL. ASSN. OF BEDDING MANUFACTURERS	WALDORF-ASTORIA WEDGWOOD ROOM
Friday Mar. 10 1:00 P.M. Luncheon	LUNCHEON AND SHOW A luncheon and a showing of specially styled table settings by Carole Stupell will be given on this date for the benefit of the School Settle- ment Assn. Gowns, especially designed to harmonize with the different types of settings, will also be shown. Tickets are \$7.50. Contact: Nola Luxford, Pierre Fashion Director-Commentator, TE. 8-8000.	HOTEL PIERRE	BALLROOM
Sunday Mar. 12- Mar. 19	REVIEW OF SILVER A review of the finest silver patterns introduced in the past fifty years all over the world will be open to the press and public on these dates. Flat silver, holloware will be shown and demonstrated by silversmiths. The press may see this display by appointment during the week of March 5 - 12, in the Fourth Floor, Silver Dept. Contact: Etta Daub, B. Altman & Company, MU. 9-7000.	B. ALTMAN & CO.	34TH ST. & 5TH AVE.
Saturday Apr. 1- Apr. 30	WALLPAPER STYLE MONTH Wallpaper Style Month will be held for the third time this year. Please note change of date from that published in last week's Calendar. April has been chosen this year to meet fair weather conditions in a larger part of the country. Promotional material for retailers is available from the Julian Brightman Company, 702 Beacon St., Boston 15, Mass., and should be ordered at once as there will be one printing only and production will be started on February 28th. Contact and Publicity: Julian Brightman, 702 Beacon Street, Boston 15, Massachusetts.	WALLPAPER WHOLESALERS ASSOCIATION	THROUGHOUT THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>MUSEUM, GALLERY AND GARDEN NEWS</u>			
Thursday Feb. 2- Feb. 23	LECTURE SERIES A series of lectures by Stuart M. Shaw, held at 3 P.M. in the Great Hall, will deal with the following subjects: Feb. 2, 17th Century English Interiors; Feb. 8 and 9, 17th Century English Furniture; Feb. 15, 16, English Furniture: Queen Anne and Georgian; Feb. 23, Georgian Interiors. Publicity: Lillian Green, TR. 9-5500.	METROPOLITAN MUSEUM	82ND ST. & 5TH AVE.
Monday Feb. 6- Mar. 4	JOINT EXHIBITION A joint exhibition of the work of Robert Leland Kiley and Bernard A. Kohn will be held, comprising a total of 38 serigraphs ranging in price from \$5 to \$25. Hours: 10 A.M. to 6 P.M. daily except Sundays. Contact: Doris Meltzer, Director, CI. 5-8936.	NATL. SERIGRAPH SOCIETY	38 WEST 57TH STREET
Tuesday Feb. 7- Mar. 31	WORK OF GOLDSHOLL An exhibition of the work of Morton Goldsholl, a leading advertising and book designer of Chicago and president of that city's Society of Typographic Arts, will open on this date. Publ.: Hortense Mendel, MU. 2-0100.	A-D GALLERY	130 WEST 46TH STREET

TELEVISION NEWS

Thursday Feb. 2 4:30 P.M.- 5:00 P.M.	TELEVISION PROGRAM VANITY FAIR Mr. John Melady of Stumpp and Walter will appear on the Dorothy Doan show to discuss how to plant your spring flower and vegetable garden. Publicity: Helen Brattrud, PL. 5-2000.	CBS-TV CHANNEL 2	CBS-TV 485 MADISON AVENUE
Friday Feb. 3 11:00 A.M. 12:00 M.	TELEVISION PROGRAM YOUR TELEVISION SHOPPER Seafood was placed sixth in what America likes to eat according to Look Magazine's Survey. In accordance with this, the owner of "Sloppy Louie's" a well-known downtown seafood restaurant, will give Kathi Norris' viewers some helpful hints on the preparation of seafoods and demonstrate a new type of lobster shears. Publicity: Babs Doniger, PL. 3-1742.	WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE
Monday Feb. 6 11:00 A.M.- 12:00 M.	TELEVISION PROGRAM YOUR TELEVISION SHOPPER Miss Rosemary Ott of Dennison's will appear on the Kathi Norris show where she will fashion some Valentine Party displays and discuss ideas for festive looking tables. Publicity: Babs Doniger, PL. 3-1742.	WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE
Wednesday Feb. 8 11:00 A.M.- 12:00 M.	TELEVISION PROGRAM YOUR TELEVISION SHOPPER In recognition of "National Kraut and Frankfurter Week", Kathi Norris has invited the Stork Club to prepare, during the program, its Monday Luncheon Special--a heavily spiced hot-dog combined with ham and Alsatian type sauerkraut. Publicity: Babs Doniger, PL. 3-1742.	WABD CHANNEL 5	DUMONT TELEVISION 515 MADISON AVENUE
Wednesday Feb. 8 4:30 P.M.- 5:00 P.M.	TELEVISION SHOW VANITY FAIR Samuel Kurinsky, interior designer, will give a lesson in the use of accessories for home decoration on the Dorothy Doan program. Publicity: Helen Brattrud, PL. 5-2000.	CBS-TV CHANNEL 2	CBS-TV 485 MADISON AVENUE

Home Furnishings Calendar

Room 519, 9 East 46th Street, New York 17, N. Y. PLaza 9-2917

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